

PSPR 222: Multicultural Marketing and Engagement

The George Washington University
Alexandria Graduate Education Center
1925 Ballenger Avenue, Suite 250, Alexandria, VA 22314

Summer 2012

Wednesdays 6:30 p.m. – 8:45 p.m.

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Course Description

As multicultural communities increase in size and reach and as diverse institutions gain national prominence, the need for engagement is clear. Today, the general market is necessarily multicultural. The course prepares students for effective and ethical public engagement on behalf of contemporary organizations communicating issues and commitments to diverse audiences and multicultural messages to the general market. From a base of cultural understanding, students will study effective engagement strategies and techniques.

Objectives

- Build knowledge of multicultural best practices for marketing, public relations and issue advocacy
- Develop a familiarity with multicultural media, institutions and corporate diversity and advocacy initiatives
- Learn to analyze multicultural communications and advocacy challenges, provide strategic counsel and create programmatic solutions

Texts

Required:

[Hispanic Marketing & Public Relations: Understanding and Targeting America's Largest Minority](#)
[African Americans and the Media](#)
[NPR: Tell Me More Audio Selections](#)

Other selected readings

Recommended:

[Diversity, Inc.](#) (print and daily email)
[The Power of Pull: How Small Moves, Smartly Made, Can Set Big Things in Motion](#)
["Can We All Get Along?" Racial and Ethnic Minorities in American Politics](#)
[Latino Politics in America: Community, Culture and Interests](#)
[The Politics of Asian Americans: Diversity and Community](#)
[Muslim Americans: A National Portrait](#)
[Who Speaks For Islam? What a Billion Muslims Really Think](#)

Class Outline

5/23 **Class #1** **Overview**

Overview of class expectations and assignments
Vocabulary and government segmentation
What is multicultural engagement? How does it work?
Brief history of multicultural communities and issues
Opportunity and multicultural trust in institutions
Discuss final project: Develop a focused issue outreach strategy and plan for your client

Assignments:

1. Select a focus multicultural segment for this semester's work
2. Evaluate a multicultural organization's community focus and programs – three bullets on unique or interesting programs and gaps in outreach
3. Asset Building in Low Income Communities of Color
<http://www.jointcenter.org/research/asset-building-in-low-income-communities-of-color-part-1>
4. The Economic Burden of Health Inequalities in the United States
http://www.jointcenter.org/hpi/sites/all/files/Burden_Of_Health_FINAL_0.pdf

5/30 **Class #2** **Association and Interest Groups**

Overview of association and interest group based outreach to multicultural audiences
Themes and issues of importance
Notable organizations

Assignments:

1. Select a multicultural issue and/or organization relevant to your chosen segment, and write an op-ed
2. Election 2012: The African American Vote <http://fpc.state.gov/189340.htm>
3. The Latino Electorate in 2010: More Voters, More Non-Voters
<http://www.pewhispanic.org/files/reports/141.pdf>

6/6 **Class #3** **Politics**

Political themes and issues, voter trends and turnout
Demographic trends
Notable organizations

Assignments:

1. Select a multicultural segment for your final project. Provide a one paragraph write-up including your selection and rationale
2. Conduct an analysis of media for your multicultural segment. Identify three-five issues of importance the group
3. *Hispanic Marketing and Public Relations*

6/13 **Class #4** **No Class**

- 6/20 **Class #5 Media – Earned**
 Issues of importance and engagement strategies
 Print, broadcast and online media
 Origin-specific domestic-publications vs. home-country media
 Outlets and networks: NNPA, NAHJ
- Assignments:
1. Develop a creative brief for an advertising campaign focused on your segment and your issue
- 6/27 **Class #6 Media – Paid**
 Advertising in transition: from siloed-multicultural to integrated marketing
 Issues of importance and engagement strategies
- Assignments:
1. *African Americans and the Media*
 2. Sodexo 2009 Diversity and Inclusion Report
http://www.sodexousa.com/user/Images/2009DiversityandInclusionReport_tcm87-101198.pdf
 3. Sodexo 2011 Diversity and Inclusion Report
<http://viewer.zmags.com/publication/26069029#/26069029/1>
- 7/4 **Class #7 Independence Day – No Class**
- 7/11 **Class #8 Corporate Social Responsibility**
 Diversity and foundation strategies
 CSR – response tactic vs. long-term engagement
 Global and domestic partnerships
- Assignments:
1. Work on final project
- 7/18 **Class #9 Other Segments/Audiences**
 Asian-American outreach
 Muslim-American outreach
 LGBT outreach (LGBTQQIA)
- Assignments:
1. Work on final project
- 7/25 **Class #10 Final Presentation**

Final Project (Individual)

Conduct a landscape of a domestic racial or ethnic group. Diverse groups will be analyzed for historical background, demographics, socioeconomic trends, political issues, media, institutions and community leaders. Taking the landscape into consideration, present an outreach strategy including points for engagement and partnership, potential media outreach opportunities, and grassroots/coalition development tactics.

Grading

Participation	20%
Attendance	10%
Assignments	25%
Final	45%

Instructor

Wilhelm (Bill) Meierling is a Nicaraguan-German, first-generation American who has dedicated his life to domestic multicultural engagement and international development work. In the United States, he has directed Latino focused political campaigns in California, Florida, New Jersey, Texas and Virginia and has worked with numerous Fortune 500 clients on communicating their diversity commitments. In the international realm, Bill has conducted public relations and political campaigns throughout Latin America and Africa.